

RECEIVED
CENTRAL FAX CENTER
JAN 05 2010

Application No. 10/538,698
Amendment Dated: January 4, 2010

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:

Matt O'Malley

Application No.: 10/538,698

Filed: July 10, 2005

For: CONTENT CREATION,
DISTRIBUTION, INTERACTION,
AND MONITORING SYSTEM

Art Unit: 3627

Examiner: SHAAWAT,
MUSSA A

RESPONSE TO A FINAL OFFICE ACTION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action dated July 1, 2009, please amend the above-identified application as follows and consider the following remarks.

Remarks being on page 2 of this paper.

01/06/2010 JVONG2 00000001 10538698

02 FC:2253

555.00 0P